

STEEGER MAGAZINE



"The Piano Center of America"

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Piano Manufacturing Company

Mid-Winter
NUMBER
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A Man Who Believes In The Spirit Of The Steger Institution—"Help Each Other—Boost The Company"



Arthur Headford

Here is a fine example of Steger spirit. Mr. Harvey Newquist was on his way to the Chicago offices recently when a workman at the factories told him that a friend, a piano dealer, was planning to take on another line of pianos. Mr. Newquist gave the name and address to the Sales Department and the dealer was solicited without delay.

But here is the significant part of the whole affair. The workman in speaking to Mr. Newquist, said:

"I thought that you would be interested in hearing about this friend, for I know that, if we can land him, the Company will get more orders for pianos. If the Company gets more orders, it means more work for all of us at the Factories and, incidentally, more work for me!"

The man who had your interest at heart, and the one whom we have to thank is Arthur Headford. He has the right spirit—the Steger spirit, because he believes that, by boosting the Company whenever he can, he is boosting the opportunities for everyone at the Factories. That's teamwork.

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The Place of the Compliment in Selling

By S. Roland Hall

IT is held by some teachers of salesmanship that everybody can be flattered and that tactful flattery is often a powerful aid in making a sale. Perhaps so. Almost any device or expedient is sometimes a winner.

But it has never seemed to me that it should be necessary to resort to plain flattery any more than it should be to resort to lying. There are many of us who prefer to win our salesmanship victories with higher methods.

The trouble is that we don't watch for opportunities to give the deserved compliment or don't take advantage of the opportunities when we do see them. We are so eager to set forth our selling talk that we forget that the sale—if it takes place at all—must take place in the customer's mind, not in our minds or in our talk. Our conversation can only lead or encourage the customer's thinking. The customer's mind must be brought from that half-interested stage, perhaps a defensive or even a suspicious state, to an attitude of confidence, then belief, before action, the final step of the selling process, takes place.

If we would pause just a moment now and then, let the customer talk a little and give him or her credit for what has been perceived or expressed, this confident or favorable state of mind may often be induced quickly.

If the customer is unusually keen, shows quick perception of some quality of the article, or exhibits considerable knowledge of it, it is not only within bounds but excellent salesmanship to comment on that.

Suppose, for example, you are selling drawing instruments and the customer makes a remark that shows acquaintance with such goods. You remark, "I see you know drawing instruments." You are not telling the customer anything that he does not know, but he will be pleased to have you sense his knowledge of the subject. You can then go on: "Then here is something that you, as a draftsman, can appreciate, as one who does not draw cannot. This device in the joint absolutely removes all spring from the dividers. They stop exactly at the point where you take your measurement from the scale."

Suppose the customer points out the essential or distinctive feature of the article before you do. Such a comment from the salesman as "You have hit the nail right on the head, madam, when you say that the wear of a washing machine depends on—" would be pleasing and effective.

Quote the customer when this can be done. "As you said a while ago, the main usefulness of a—is—."

I was once in a rug department watching a salesman exhibit a lot of rugs. Following the customer's

comment on a certain rug the salesman said, without gush, "You are a good judge of values. This rug is worth exactly fifty dollars more than the other one you liked."

As has been pointed out in a previous article, compliments are often more effective when not too direct. There are times when it may be appropriate to say "That looks fine on you," "You have just the right proportions for that coat," but it is more often the case that the quiet, indirect or implied compliment is the more effective, "Few people see that point," "These appeal to every woman who has a finely appointed kitchen," "I was satisfied you would like that but I didn't want to express

myself until you gave your opinion," etc.

The risk about the direct, open compliment is that the customer may be "touchy" about the opinions of salespeople as to good style, what is most appropriate, etc.—may think such remarks are fresh or presumptuous though they may not have been so intended. So it is best to size up the customer keenly.

Mere flattery may be dangerous. Compliments given tactfully or when deserved, are always in order and always good salesmanship.

You like to receive credit for what you are, what you see and what you know. Other people are just as human.

Copyright 1920, by S. Roland Hall,
Easton, Pa.

Federal Land Bank 5% Farm Loan Bonds

Under authority of an act of Congress approved July 17, 1916, the United States was divided into twelve districts, and a Federal Farm Loan Bank was created in each district. Farm Loan Bonds have been issued with the approval of the Federal Farm Loan Board, a Bureau of the Treasury Department of the United States Government, and are now offered to the public.

These bonds are highly recommended to the conservative investor combining as they do a good rate of interest with maximum security. They are available in denominations of \$40, \$100, \$500 and up. Coupon bonds are exchangeable for registered bonds.

Interest is payable semi-annually, May 1 and November 1, at any Federal Land Bank. Both principal and interest are payable in gold or lawful currency. The bonds are redeemable at par and accrued interest on

any interest date after ten years from date of issue.

The United States Government is a large holder of these bonds and also owns in excess of \$6,000,000 of the capital stock of the Federal Land Banks, which operate under Federal authority and Government supervision and control.

As a security for these bonds are pledged either obligations of the Government of the United States at their market value, not exceeding par, or guaranteed first mortgages upon lands cultivated by the owner.

Farm Loan Bonds are declared by the Act to be "instrumentalities of the Government of the United States," and as such the principal and interest thereon are exempt from Federal, municipal, and local taxation. This includes the Federal income tax, and the income from these bonds need not be included in income tax returns.

Correspondence

Chicago, Feb. 2, 1922.

Chicago Musical Times,
Chicago, Illinois.

We are sending you herewith for publication, a letter which we received from Mr. Ernest Urehs and a copy of our reply.

Yours very truly,
Steger & Sons Piano Mfg. Co.
(Signed) Charles E. Byrne,
Secretary-Treasurer.

January 21, 1922.

Steger & Sons Piano Mfg. Co.
Wabash Ave., at Jackson St.,
Chicago, Ill.

Gentlemen:

Your letter of January 18th was duly received and, quite casually, was brought to the attention of the writer.

Within the past fifteen days, during which I have been traveling in the South, dealers have told me of statements, purporting to come from one of your representatives, and urging certain dealers to buy the Steger products, because "Steinway & Sons of Atlanta, Ga.," were buying them. Perhaps you will be good enough to inform your representative that Steinway & Sons have no branch store in Atlanta, Ga.

The statement, thus made, however, as I have no reason to doubt the word of my informant, would preclude the possibility of the Phillips & Crew Piano Co. dealing with you in the future.

Very truly yours,
(Signed) Ernest Urehs.

January 24, 1922.

Mr. Ernest Urehs,
Care Steinway & Sons,
New York, N. Y.

Dear Sir:

It was a surprise to us to receive the information contained in your

letter of January 21st, in which you state you have been told that one of our representatives urged certain dealers to buy Steger Instruments, because "Steinway & Sons, Atlanta, Ga.," were buying them.

This report is amazing to us, because such a statement by any of our representatives would constitute a direct violation of the rules of Steger & Sons, which we would not tolerate. Our policy in that regard has been definitely established for many years. In our offices large framed signs are conspicuously displayed, reading as follows:

AN EXPRESSION OF OPINION BY OUR SALESMEN CONCERNING OUR COMPETITORS OR THEIR GOODS IS POSITIVELY FORBIDDEN.

Steger & Sons Piano Mfg. Co.

The Trade Journals editorially have commented frequently and at length regarding those signs. We impress upon the members of our organization the fact that we want them to sell the "Steger—the most Valuable Piano in the World," and not mention competitors or their products.

We regret that this report has given you any concern. It will be a pleasure to send copies of this correspondence to all of our representatives, in order to make clear our position.

Your consideration in giving us the benefit of your information is appreciated.

Yours very truly,
Steger & Sons Piano Mfg. Co.
Charles E. Byrne,
Secretary-Treasurer.

—From the Chicago Musical Times
of February 8, 1922.

Chicago Choir Director Praises Steger Pianos



MR. LEROY WETZEL

Among recent tributes to the Steger is that of Leroy Irving Wetzel, Dean of the Musical Art Conservatory, Chicago, who states:

"For the last year and a half I have used a Steger Piano in my studio for teaching and accompanying the voice. During this period the piano has been subjected to the most exacting tests and strenuous studio usage.

"It has easily met every demand made, proving its artistic and rugged construction and retains the wonderful quality of tone which is the heritage of Steger-built pianos.

"It is a pleasure to use a piano with such exquisite quality of tone, dependable action, in fact a piano that is so all-satisfying, and I recommend



Steger Grand Piano in Mr. Wetzel's Studio.

it most heartily to musicians and music-lovers."

Mr. Wetzel, who is one of Chicago's foremost tenors, composers and conductors, is naturally famous as the **director of the Paulist Choristers, Chicago, and the Boy Choristers of the Chicago Grand Opera Company.**

Neither let mistakes nor wrong directions, of which every man, in his studies and elsewhere, falls into many, discourage you. There is precious instruction to be got by finding we were wrong. Let a man try faithfully, manfully, to be right; he will grow daily more and more right. It is at bottom the condition on which all men have to cultivate themselves. Our very walking is an incessant falling; a falling and a catching of ourselves before we come actually to the pavement! It is emblematic of all things a man does.—Thomas Carlyle.

PERSISTENT COURTESY

The business house which holds the good-will of its customers possesses a valuable asset. Good will is fostered in many ways but no method of cultivating it is more effective than plain everyday courtesy on the part of employees. It is only natural that buyers prefer to trade where they receive the greatest consideration. The wonderful effect of unfailing courtesy on the part of all employees towards the company's customers is far reaching. A business firm's reputation may be built up on it—that kind of reputation which brings old customers back again and again and attracts new.

We have to dig the channel before the stream of trade flows our way. Use the courtesy dredge, the human interest dredge, and the fair treatment dredge—the tide waits for the channel.

THE BEST GAME OF ALL

"You're sick of the game!" Well, now, that's a shame. You're young, and you're brave, and you're bright. "You've had a raw deal!" I know, but don't squeal. Buck up, do your damndest, and fight.

It's the plugging away that will win you the day,
So don't be a piker, old pard!
Just draw on your grit; it's so easy to quit;
It's the keeping-your-chin-up that's hard.
It's easy to cry that you're beaten, and die;
It's easy to crawlfish and crawl;
But to keep on and fight until it comes right—
Why, that is the best game of all!
—Robert W. Service.

People like to be treated as individuals, not as mere factors in population. It will pay the salesman to cultivate a memory for names and faces, so that so far as possible he will be able to address his customer as Mr. So-and-So, instead of merely Sir. Try it and see if it does not pay.

Have we been a success today?

Were we a success in our work?

Did we put life into it, ardor, ginger, or did we let it drag along until it stopped automatically at the closing hour?

Did we make ourselves agreeable to our fellow employees?

Most any one can jog along and do good work when everything is running smoothly, but the worth while man is the one who takes things as they are and only works the harder when he hits the rough spots and heavy grades.

Steger Pianos for New Buffalo Theatre

Two Grands and One Upright Furnished
By the Verbeck Musical Sales
Company

The Verbeck Musical Sales Company, Steger representatives in Buffalo, recently supplied the new Loew's State Theatre in that city with three Steger Pianos, two Style 27 Grands and one Style 21 Upright. The selection of the "most valuable piano in the world" for this magnificent playhouse is another tribute to the artistic and musical excellence of Steger instruments. It is evident that the Loew management considered the original investment in Steger Pianos very advantageous and satisfactory.

The new State is a triumph in modern theatre construction and is one of the show places in Buffalo. No expense has been spared in making it attractive. Its furnishings and decorations are the last word in design and embellishment.

Capitalizing Steger National Magazine Publicity

Progressive piano and phonograph merchants who are familiar with the extent of the great Steger National Magazine Advertising Campaign, must appreciate the extreme necessity of identifying their stores as Steger stores to get the full benefit of this valuable publicity.

There are many excellent methods of connecting up with the magazine campaign but none is more simple or less expensive than that adopted by one of our western representatives.

This dealer secures copies of Steger Piano and Phonograph ads as clipped from national publications. He mounts them on plain gray cardboard of suitable size and displays them in his window. The

mounting cards are cut to a convenient size, preferably about seven-teen by twenty-one inches.

Another good form, which is perhaps a little more elaborate than the plain card, is a "photo card mount" which can be procured in various sizes from a photo supply house. The latter usually embodies attractive, ruled panels which set off clippings or proofs of various sizes to good advantage. If the ads are simply tipped on the mount they will not warp it and may be replaced later with fresh announcements. These cards can also be used in demonstration booths and about the store.

In January a style 27 Steger Grand was used at two concerts presented under the auspices of Rt. Rev. Msgr. William Foley at Kenrose Hall, Chicago. The first program given early in the month, included Jane English, coloratura soprano; Bruno Steindel, cellist, with Mr. Lester Williams at the piano. The second concert on January 25th was a song recital by Arthur Kraft, prominent American tenor, capably assisted by Mr. Robert MacDonald who, in addition to playing the accompaniments for Mr. Kraft, gave a short program of piano numbers.

During the recent visit of the Irish Players to Chicago, members of the troupe were entertained at tea by Miss Kathleen Scott of Kenwood, a former schoolmate of several of the players. A Steger Upright, style 21, furnished the music for the occasion.

Nice Way to Ask Her

He was telling her about the members of his football team. "Now there is Reilly," said he, "in a few weeks' time he'll be our best man."

"Oh, Phillip," she said, "what a nice way to ask me!"

If it's a Steger—it's the most valuable piano in the world.



Unusual window display created by Mrs. M. M. Smith at the Harmony Music Shoppe, Steger dealer, Cleveland, at Christmas time. A Steger Phonograph was used as the body of a car with records for wheels.

Steger Piano Starts on Second Tour of the World

Mr. Herbert Crippen of our Chicago Warerooms recently received a letter from Mr. and Mrs. G. C. Schwarz, formerly of Chicago, to whom he sold a Steger Upright Piano four years ago. Mr. Schwarz, who is connected with the Export Department of Armour & Company, was at the time of writing in New York with his wife preparing for a trip of several years to Egypt and other eastern countries in the interests of his firm.

Incidentally, Mr. Schwarz mentioned that he was planning to take his Steger with him on his travels as he had done previously on a trip to India. On the original trip which began shortly after the Steger was purchased, the piano was shipped to Bombay by a freight steamer and then carried several hundred miles to the interior of India to Armour's cold storage plant where Mr. Schwarz was stationed for three years. Transportation in the interior of India is very primitive, and as a result, the globe-trotting Steger was

subjected to severe abuse. Part of the return trip to the coast was made by rough carts and part on the shoulders of sturdy laborers. From the port of embarkation the Steger traversed the Indian Ocean to the Philippines, whence it was forwarded to San Francisco and then home to Chicago. At the time of its arrival here the packing box presented a startling appearance. Somewhere en route a straw covering had been woven and placed over it as protection from dampness. This covering, which resembled that found on cartons of tea, contained a graphic account of the Steger's travels written in shipping directions, customs marks and miscellaneous hieroglyphics.

The piano was in excellent condition, when it arrived here, and required merely a little adjusting and tuning, before starting on its second protracted voyage.

Enthusiasm is a lubricant that makes the wheels of trade go round; a grouch is sand in the bearings. Enthusiasm, like factory melancholia, is catching.

Armour & Co.'s Report Reveals "Deflation" Year

By O. S. Mather in the Chicago Tribune

In a year during which prices of live hogs tumbled from 14 to 7 cents a pound and the value of sales dropped from \$900,000,000 to \$600,000,000, Armour & Co., packers, sustained an operating loss of \$31,709,817 and a total deficit after paying \$3,546,979 in preferred dividends, of \$35,256,796.

This measures the drastic deflation of the packing industry in 1921, which J. Ogden Armour, president, termed the "most disastrous in our business history as well as in the packing industry in general." The loss for the fiscal year ended Oct. 29 compares with net income of \$5,319,975 in the preceding year.

At the result of last year's deficit the company's surplus was reduced \$17,256,797, the balance of the deficit being covered by revaluation of fixed assets on a higher basis. Surplus now stands at \$63,454,693, compared with \$80,711,494 on Oct. 30, 1920.

President Armour, however, sounds an optimistic note for the future.

"With losses completely written off, and with inventories at current market values, there is every reason for looking forward to better times," he says. "Our raw material prices and our finished product prices are at pre-war levels. Further liquidation is unwarranted and hardly probable. Progress has been made in adjusting operating costs to normal levels. There seems to be no serious bar to the profitable operation of our business during the coming year."

The principal loss was in other than meat lines, Mr. Armour says. The fertilizer business lost \$8,250,000, and there were large losses also in the leather tanning and canned fruit and vegetable lines. Despite the decrease in value of sales, the tonnage decrease was only 7 per cent. Mr. Armour gives assurance that the company will maintain divi-

dends on its \$50,671,400 outstanding preferred stock, although returns on the common stock have been discontinued.

The balance sheet shows an increase of about \$23,000,000 in fixed assets, of which \$20,000,000 is attributable to a revaluation of plant, etc. The detailed financial statements, with comparisons, follow:

INCOME ACCOUNT

	1921.	1920.
Total sales.....	\$600,000,000	\$900,000,000
Loss after int. chgs.	31,709,817	*5,319,975
Prof. div.....	3,546,980	3,087,664
Com. div.....	2,000,000	2,000,000
Tot. def. for year	37,256,797	†232,311
Add. to plant val. by reappraisal.	20,000,000	
Prev. surplus....	80,711,494	80,479,183
Tot. surpl. remg....	63,454,697	80,711,494

*Surplus after charges. †Surplus after dividends.

BALANCE SHEET—ASSETS

	Oct. 29, 1921	Oct. 30, 1920.
Land—bdg. mch., etc. and cars..	\$125,020,640	\$102,009,591
Car trust agree. & long term loans	6,718,617	7,360,126
Invest. in allied comp.	46,162,212	57,333,366
Inventories	83,320,641	136,723,528
Market invest....	21,988,686	22,468,585
U. S. Liberty & Victory bonds.	5,127,000	6,162,550
Bills receiv.	15,733,215	10,333,858
Accounts receiv..	148,283,440	147,188,262
Cash	28,181,823	35,908,591

Total assets. \$480,536,274 \$525,488,457

LIABILITIES

Bills payable....	\$129,198,912	\$148,907,030
Accounts pay....	16,077,958	20,442,738
Reserves	5,540,407	7,114,995
6% conv. debent..	5,592,900	7,641,900
7% ten yr. conv. notes	59,968,000	60,000,000
4½% r. e. 1st mort. bonds...	50,000,000	50,000,000
Cap stock pfd....	50,671,400	50,670,300
Cap. stock com. class "A"....	50,032,000	50,000,000
Cap. stock com. class "B"....	50,000,000	50,000,000
Surplus	63,454,697	80,711,494

Total liabilities. \$480,536,274 \$525,488,457

Steger Roll of Honor

Part II

A Supplementary List of Members of The Large Steger Staff who have been with the Company Twenty Years or more.

AS an army's traditions are best preserved and its esprit de corps fostered by its veterans, so are the ideals and policies of a manufacturing organization carried out most effectively by those whose service extends over a period of years. In its extensive roster of veteran employes, Steger & Sons Piano Manufacturing Company is particularly fortunate. An unusually high percentage of its loyal workers are men who have been associated with its activities for many years.

Supplementing the list of veterans which appeared in the July, 1921, issue of the Steger Magazine, we are pleased to give recognition to the fidelity and long service of the following members of our Factories' force, all of whom have been with the company for twenty years or more:

Ray Hewes, who began his work with Steger & Sons in 1893 in the varnish room. After a period of one year, Mr. Hewes was transferred to the Action Finishing Department of which he is now a member. Mr. Hewes is married and resides with his wife and three children in Steger. He is a member of the Royal Arcanum, the Modern Woodmen and has served two terms on the Village Board as well as fourteen years on the School Board.

Fred Wittingle, who joined the Company in 1895. Mr. Wittingle began work as a member of the Belying Department, later being transferred to the Fly Finishing Department to which he was assigned for more than fifteen years. He is a widower and resides in Steger.

Herman Forkman, whose initial service began in 1897 as a member of the Mill Department with which he has been associated for more than twenty years. Mr. Forkman is married and is a resident of Steger.

Michael Craig, of the Varnishing Department. Mr. Craig has been with the company since 1901. After five years spent in the filling room he was assigned to coarse rubbing, at which he was engaged for five years before being transferred to his present occupation. Mr. Craig, who is the father of seven children resides with his wife and family in Steger. One of his sons, Louis, was killed in action in France, during the late World War.

Edward Madura entered the employ of Steger & Sons in 1901. Mr. Madura began as a helper in the Mill Room, being subsequently assigned to the Back-Making Department where he is now engaged. Mr. Madura is the father of nine children and lives with his wife and family in Steger. He is a member of the Foresters and the Royal Arcanum.

Henry Roesner, Fly-Finishing Department. Mr. Roesner's experience has been extensive. His first job was in the glue room, from which he transferred in turn to veneer work, fly-finishing, trimming-adjusting and back to fly-finishing. Mr. Roesner is married and has five children.

John Goetz, the youngest of our twenty-year veterans in point of years. Though only 34, Mr. Goetz has been on the company rolls for twenty years. His work has always been in connection with oiling off. Mr. Goetz is married and a resident of Steger.

William Henn, of the Cabinet and Grand Departments, started work in 1901 as a member of the Fly-Finishing Department, serving successfully in trimming-adjusting work and phonograph cabinet production. Mr. Henn is married and lives with his wife and three children in Steger. He is a member of the Modern Woodmen.

Fred Streib, watchman. Mr. Streib, who has been with the company for twenty years began his work as a helper in the lumber yards. Later he was promoted to the veneer rooms and subsequently appointed superintendent of teaming. To this experience was added two years in the Shipping Department and three years in the Stool and Bench Department. Mr. Streib is the father of five children and resides with his wife and family in the "Piano City."

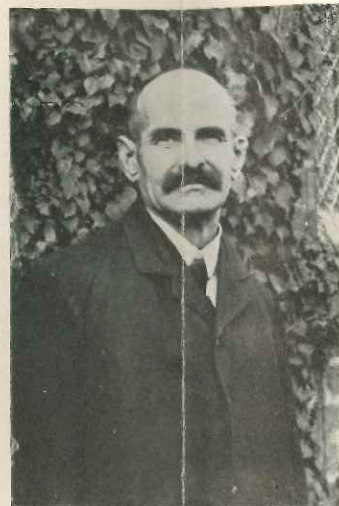
Nine Steger Veterans



HENRY ROESNER
20 Years



FRED WITTINGLE
26 Years



FRED STREIB
20 Years



HERMAN FORKMAN
24 Years



MICHAEL CRAIG
20 Years



RAY HEWES
29 Years



WILLIAM HENN
20 Years



EDWARD MADURA
20 Years



JOHN GOETZ
20 Years

Steger Magazine

Published from time to time by Steger & Sons Piano Manufacturing Company. Founded by John V. Steger, 1879.

Officers

C. G. Steger.....President
Charles E. Byrne.....Secretary-Treasurer
Henry J. Burbach....Assistant-Treasurer
Edward H. Jahnke....Assistant-Secretary

General Offices: Steger Building, Wabash and Jackson, Chicago, Illinois.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

Sherwin Murphy, Editor

Associate Editors

Elizabeth Hobert Edward J. Duffy
Harvey P. Newquist George Buttell

FEBRUARY 1922

Steger Magazine's New Dress

With this number the Steger Magazine enters upon its fourth year which is inaugurated by the adoption of a new publication schedule. Instead of coming out once a month, the magazine will be issued bi-monthly.

Undoubtedly many of our friends and readers may fail to recognize us in our new form and make-up, which have been adopted in line with the policy to make the Steger Magazine far more interesting in all departments, both to our representatives and employes.

It is our earnest desire to have this publication reflect Steger activities, and at the same time offer help and suggestions to all readers. We appreciate the friendly co-operation which has been extended in the past and feel confident that we may depend on the same valuable assistance in the future.

It is no trifling task to prepare an interesting house magazine; but we know that our many friends will rally to our support.

Plenty of good Steger news is desired, especially sales stories, accompanied whenever possible by interesting photographs.

You are interested in what other

Steger employes and dealers are doing; they want to know about your activities; so let's get together and work to keep the Steger Magazine full of good suggestions and ideas.

"219-T" Gains Popularity

One of the most satisfactory developments of the past month was the steady progress made by the Thompson Piano, style "219-T," in gaining favor of school officials, dealers and retail buyers.

The many splendid commendations received for this beautiful instrument have been highly gratifying. The very favorable comments expressed by school officials are especially significant, as they point the way to important channels for sales. Thompson "219-T's" are just as desirable for the home as for the school. Dealers are finding in this small Thompson a good seller, combining as it does the fine musical qualities of the larger uprights with the desirable advantages of smaller instruments.

Be A Salesman!

Are you thinking about ways to help build up the Steger organization other than simply doing your daily work well? There are many ways that you can make your presence felt, one of which is to influence the sale of a Steger Piano, Player-Piano or Phonograph. Many of your friends and acquaintances will buy musical instruments during the coming year. Why not help boost our yearly sales volume by influencing the sale of Steger Instruments?

More sales mean greater opportunities for everyone in the organization. It is not even necessary for you to make a personal solicitation. Just hand in the names of prospective buyers to Mr. Volkman or Mr. Northen and the Retail Department will do the rest—and you will be given credit for your loyal co-operation.

Facts About Steger-made Player Actions

Knowledge of Steger Construction Promotes Sales

THIS issue of the Steger Magazine introduces a new feature, the purpose of which is to give Steger dealers, their sales forces, tuners and repairmen a wider knowledge of the perfected Steger-made player action which is built completely in the Steger player action department.

This player mechanism is designed expressly and exclusively for Steger-made instruments, and is obtainable in no other player-piano. It is manufactured with the same care and precision that identifies all the work of our great factories.

The story of how the Steger player action is made, and why it is better for Steger-made Instruments will be told in subsequent issues. Every article will explain a particular phase of the player action and intimate glimpses of its production will be given.

A closer understanding of the workings of the Steger player action will greatly assist tuners and repairmen to make satisfactory adjustments which may become necessary from time to time. Any questions asked by readers pertaining to player-piano construction and repair will be answered either on this page or by personal letter.

Steger representatives will find it advantageous to refer articles appearing on this page in various issues to their salesmen, because a fuller appreciation of the superiority of our player mechanism will lead to more sales and satisfied purchasers. These articles will develop "talking points" in detail; no salesman can hope to sell player-pianos unless he knows the fine points of the player action and its relation to the upright piano.

Honorable Mention

Among the names of employes who have assisted the Retail Department by supplying information regarding possible sales are those of Tom Leach and Mr. Edward H. Moran.

Tom deserves credit for promptly referring the name of a school to Mr. Volkman after noticing on his way to work that construction had begun.

Mr. Moran brought to the attention of the Institution Department the name of a possible buyer in a neighboring city.

Deep Stuff

Does the hen stop scratching when the worms are scarce? No!

Napoleon

"Circumstances!" exclaimed Napoleon. "I make circumstances." Likewise it was true of those retailers who tried out new selling ideas last year and did more business than ever before. Circumstances matter little when a vigorous selling punch is behind the effort.

John Charles Thomas, former star of "Maytime," appeared at the new Apollo Theatre early in January. For the week he was in Chicago, a Steger Grand was placed at his disposal in his apartment at the Drake.

John Martin—"Say, Bill, do you know anything about a Ford?"
Bill Henn—"Sure, a couple of good stories."

Steger Doings

About the Factories



George Dawson, and his brother, John, who were formerly employed in the Plating Department, were around visiting their old friends during the holidays. George is now a student at the University of Illinois, and John is attending art school in Chicago.

Mrs. Bond had the pleasure of having her mother, Mrs. John Ramsay, from Sessea, Illinois, visit her during the holidays. During her stay, she visited the various departments of the factory, and had nothing but words of praise for Steger instruments.

One of the out-of-town holiday visitors, was George Earl, who was with relatives in Kenosha, Wisconsin. While there, he took great pride in telling the folks about the fine points of the Steger Phonograph. Mr. Earl is very enthusiastic about his visit, and expects to receive letters from his friends in Kenosha, inquiring more about the Steger.

Herman Hank is more than knocking the pins down these days. Herman is heading the prize list in the two-man tournament now being held at Kleist's Alley. However, he is not sure how long he will retain the lead, as William Englehardt and Walter Newquist are scheduled to double up sometime during February and the bowling fans expect results, as both of these boys are good pin-getters.

The horseshoe pitchers of the mill room are very active these days, and draw a big crowd to their contests

during the noon hour. Some of the men are anxious to have a tournament to determine who is the champion of the good luck emblem. The employment department will be glad to make all arrangements, so if you are interested get in touch with it.

Among those who have been on the sick list lately are Mary Madura, Mr. Bernard and Elmer Newquist, all of whom were operated upon for appendicitis, Leroy Brockman who had an operation performed on his arm, William Clegg and John Webber.

We wish to extend our sincere sympathy to Edward Deable, who lost his little daughter, Lucille, and to Henry, Edward and Elmer Buchholtz, who recently lost their mother.

The basket ball season is now in full swing, and Steger is represented by a very strong team. Albert Kelley and Fred Brown, members of the team, are doing fine work. The Steger team has only been defeated once, and it was necessary to play that game five minutes longer, to decide it.

Frank Birgel has returned from Peace Valley, Missouri, where he was called on account of the illness of his father. Mr. Birgel is much better now, and has returned with his son to reside in Steger.

The Ed. Dunn Stars, the members of which are H. Grutzius, N. Grutzius, Ed. Scheiman, Herman Hank and Ed. Dunn, have issued a challenge to bowl any other five-man team in the factory. Come on captains, don't let Ed. get away with anything like that.

Louis Romano is receiving the congratulations of his friends these days. Louis was married to Louise

Romano at St. Liborius Church on December 31st. Mr. Romano and his bride will reside in Steger.

Americanization Notes

Paul Fogelietta has made application for his final papers. He has been employed continuously in the factory for more than seven years.

John Mongillo has made application for his first citizenship papers. Mr. Mongillo is a veteran of the World War, having served in the Italian Army. He was formerly employed at the Steger plant, but left to join the army when his country entered the war.

Mr. William Mattose has made application for his second papers. We are anxious to see him receive his papers as we know he will make an excellent citizen. He is married and resides with his wife and children in Steger, Illinois.

Chicago Office Chat

We are sure that Mr. Henry J. Burbach had every intention of starting the New Year right, but unfortunately he fell on New Year's Day and injured his arm. We hope he will have better luck the rest of the year.

Among the out-of-town holiday travelers was Clara Spillane. She spent the new year vacation with her parents in Ottawa, Illinois.

We hear that Otto Klein is the proud possessor of a new Ford. This will no doubt help him in covering the distance between the different flying fields in the city next spring.

Frances Moran, we understand, is making regular pilgrimages to Edgewood to see whether or not the snow has melted. Just be patient Frances, a nice long golf season will be starting before you know it.

Mr. Gere came into Miss Nyström's office the other day to inquire who was the last person up in the sales room selling a Player-Piano. Scenting something of the mysterious in Mr. Gere's manner, no-

body would admit being the guilty party. Upon questioning him, it was discovered that it was evidently a very sentimental person, as on one player he found the player roll "One Kiss," and "Stolen Kisses," while on another he found "Make Believe." Mr. Volkman disclaimed all knowledge of the affair, and said that he didn't think much of printed kisses anyway. The mystery still remains—who is the sentimental salesman?

William Behles was all smiles one day recently, and apparently with good reason—the reason being the advent of William Behles, Jr., weight 10 pounds! It will be remembered that Mr. Behles married Louise Hohenwater, a former employe of the Company.

Safety Work

The Safety Committee has held several meetings at which many recommendations were submitted and approved. The work of carrying out the majority of these recommendations is now under way.

The committee appreciates the suggestions offered by Mr. Hewes with reference to the guarding of the band saw and repairing of the belt shifters in the Action Finishing Department, and also the suggestions sent in by Charles Peters. It is the aim of the Committee, with the cooperation of the employes, to make the year "1922" a banner one for safety work in our factories.

The company has spent large sums of money in the past year, installing guards on machines. However, there are many hazards that cannot be eliminated by guards, and that must be taken care of by the men. For example, eye injuries can be eliminated by wearing goggles. **DO YOU WEAR YOUR GOGGLES?**

Have you a safety suggestion to submit? The Safety Committee will be glad to receive any suggestions, and they will be given consideration at the next meeting.

Seventy-five per cent of our accidents happen through carelessness, and 25% come from mechanical causes. We know that all departments are 100% for safety. We can be 100% if we have "Safety Always" as our motto. Is your department 100% for safety?

Safety is the corner stone of efficiency. "The more safety, the less worry, the greater efficiency" says the National Safety Council.

Height of Resourcefulness

Selling a phonograph to a deaf man might be classed among "light occupations," but one of our enterprising salesmen does not seem to think so. During the Christmas holidays, when he was assisting the Retail Department, he had the distinction of making a sale, which as an example of a salesman's resourcefulness, is quite unique.

One of the customers upon whom he waited was an elderly gentleman who had the misfortune of being very hard of hearing. It was very difficult to converse with him, not to speak of demonstrating a phonograph. But our salesman was resourceful. After the first call, which naturally was unsatisfactory, he persuaded the prospect to come in again. In the meantime, our enterprising phonograph expert got busy and rigged up a device which would have done credit to a Goldberg cartoon.

The material consisted of a pair of dictaphone hearing tubes and a ten-cent tin funnel. The funnel inserted in the end of the flexible rubber tube was held in the sound chamber of the Steger, while the customer put the prongs of the hearing tubes to his ears. Great results! The customer was happy as the deal was closed.

"Why yes, these socks are quite a bargain," said the eager clerk, "What number do you wear?"

Ed Moore—"Why two, of course."

A Hero's Epitaph

"Mont Blanc is the monarch of mountains,
They crowned him long ago
On a throne of rocks, in a robe of clouds,
With a diadem of snow."

Years ago an intrepid mountain climber was scaling the peak of Mont Blanc.

For many days he battled doggedly upward, storm-buffed and stung by sleet.

Finally the exposure overcame him. He died above the clouds, his eyes still fixed toward the summit.

They buried him up there on his own rugged battleground. On the boulder that marks his grave is carved this simple, inspiring epitaph: "He died climbing."

There are many sorts of heroes. Some, we may feel, are foolhardy because their ideal is bizarre. But no life is wasted that leaves behind it an epitaph like that.

Heroes die climbing. They don't rust. They don't yield. They don't wait for the storm to subside and the sun to come out.

Selling goods or scaling mountains, it's all one. Fighters never fail. If they succeed, they succeed greatly. If they die—they die with their boots on.

—Cosmopolitan's Better Way.

Among recent sales announced by the Crystal Lake Music Co. is that of an Artemis "Artist Model" to the Woodmen's Hall at Crystal Lake, Illinois.

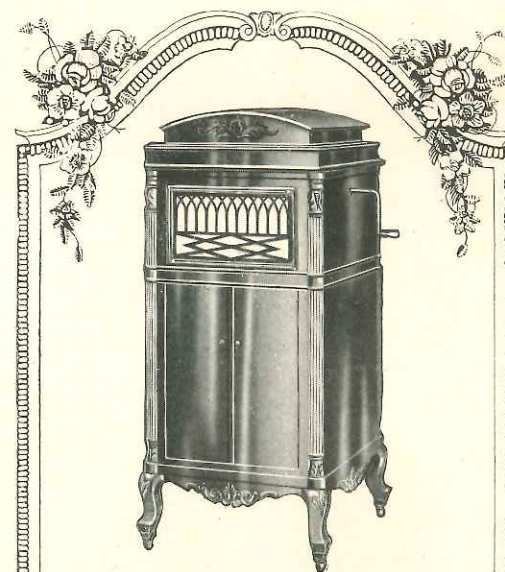
"Shall I go over the top?" asked the talkative barber, posing his shears.

"Yes, as soon as your gas-attack is over," answered the weary customer.

Customer—"I say, do you play anything by request?"

Delighted Musician—"Certainly Sir,"

Customer—"Then I wonder if you'd be so good as to play a game of dominoes until I've finished my lunch?"



STEGER

—the Finest Reproducing
Phonograph in the World

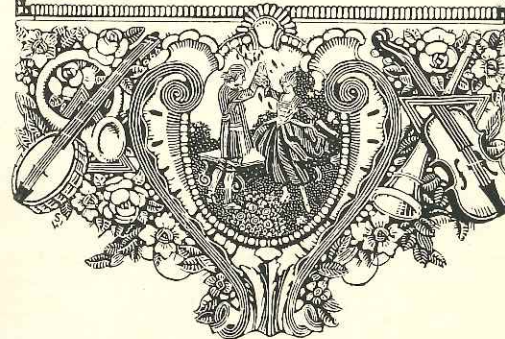
THE artistic Steger reproduces faithfully every beauty of tone of voice or instrument. And one who hears it may readily imagine himself in the presence of the living artist. It weaves to perfection the illusion of reality. Because exclusive, patented features enable it to play *all* disc records *correctly*, without change of parts. It brings to the home all the world's best music—vocal and instrumental—and plays it with a sparkling vivacity that no other phonograph can surpass.

Hear and play it at the Steger Dealer's for a few minutes and it will effectively demonstrate its right to the verdict, "the finest reproducing Phonograph in the World." Style Brochure sent on request.

STEGER & SONS
PIANO MFG. COMPANY
STEGER BUILDING, CHICAGO, ILLINOIS

Factories: STEGER, ILLINOIS, where the
"Lincoln" and "Dixie" Highways meet

"If it's a Steger it's the most valuable piano in the world!"



Phonograph Advertising For February

Steger Piano and Phonograph announcements are to appear in many of the leading publications of national circulation during the coming month.

The attractive ad reproduced on this page, which is one of the current phonograph series, is scheduled for the February issue of the Atlantic Monthly, Century Magazine, Munsey's Magazine, the March number of Scribner's and Harper's Magazines and the April issue of World's Work.

In addition to these insertions there are Steger Phonograph ads appearing in the February, March and April numbers of Etude, Photoplay Magazine, Red Book, Everybody's Magazine and many other high grade publications with a combined circulation of many millions of copies. Alternating with the ads featuring Steger Phonographs, are the many Artistic Steger Piano and Player-Piano announcements.

An important feature of all Steger national advertising is the "tie-up" between the piano and phonograph campaigns. All piano announcements carry at the bottom the slogan, "If it's a Steger it's the finest reproducing phonograph in the world" while all Steger Phonograph ads feature the piano slogan, "If it's a Steger, it's the most valuable piano in the world." In this way every ad is doubly effective.

Which Letter Would You O. K. ?

Much has been said of the extreme importance of unflinching courtesy in letter-writing, but it would be difficult to find a better illustration of this principle than that afforded by the two letters given herewith.

Both handle the same simple business situation. **The first one states the facts accurately, but would cost the firm heavily in good will.** It reveals with startling clearness the writer's lack of training, in the fundamentals of business letter-writing.

BRAINARD
STEEL AND HARDWARE COMPANY,
PHILADELPHIA, PA.

January 12, 1917.

Mr. L. S. Brewster,
Eaton, Ohio.

Dear Sir:

We have your order of January 10 for 12 feet of $\frac{7}{8}$ " channel iron, but we do not fill requisitions for such small quantities.

You may be able to get your order filled by the Marlin Supply Co., of Dayton, who are jobbers of our goods in your vicinity.

Yours very truly,
BRAINARD STEEL & HARDWARE
COMPANY

Per F. J. Hawkins.

In the second letter, however, the writer starts with a courteous acknowledgment; then explains the

situation from the customer's point of view.

This letter is a business-builder for the house and helps to increase its reputation for good management and fair dealing.

BRAINARD
STEEL AND HARDWARE COMPANY,
PHILADELPHIA, PA.

February 16, 1917.

Mr. F. T. Milliken,
Frankfort,
New York.

My dear Sir:

Thank you for sending us your order of February 15 for 10 feet of 1" channel iron.

In order to make delivery just as quickly as possible, we are referring the order to our distributor located nearest to you, the Kaynor Company, Rochester, who will ship to you at once. The Kaynor Company will bill you at the same price we would charge.

Under our arrangements with the Kaynor Company you can send all your orders for our products direct to them and you may feel assured that you will always receive prompt attention and the lowest prices.

Very truly yours,
BRAINARD STEEL & HARDWARE
COMPANY.

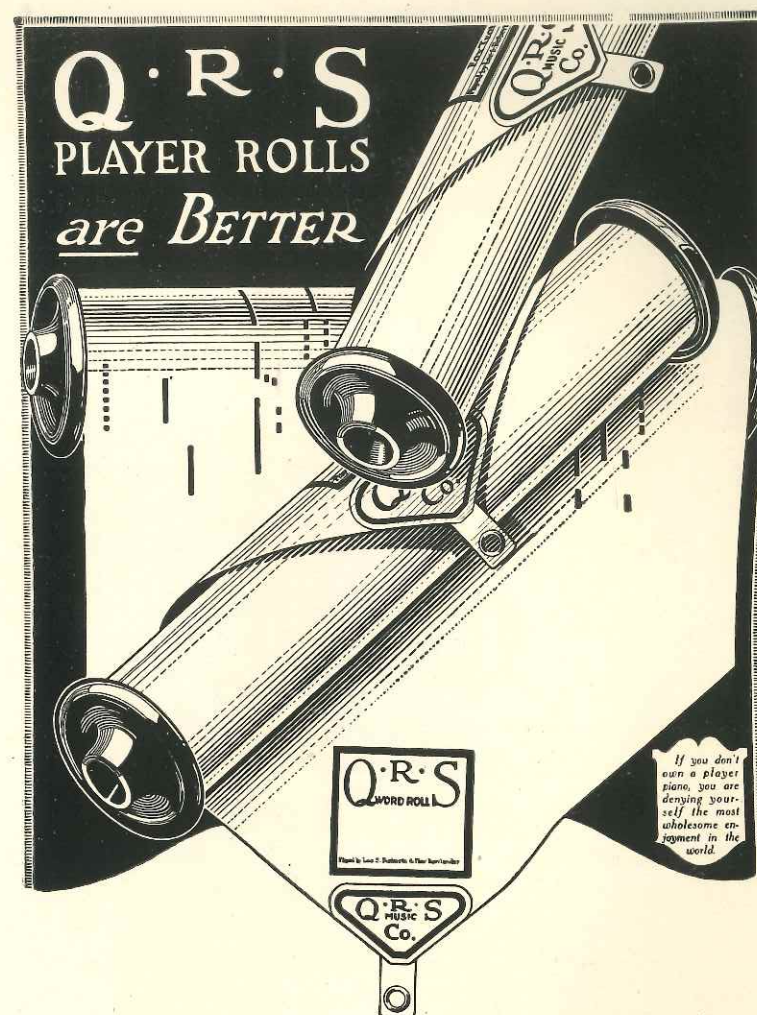
By L. R. Watson.

It is a significant fact that the good letter costs no more than the poor one.

In a slogan contest held by the Chicago Tribune a young stock girl in Marshall Field's Store, Miss E. J. Boone, won first prize. She told the secret of success in business in the following sentence:

"DO things as you would if you owned the business."

When you work for a business as if it were your business, that business will work for you.



Q.R.S. Concert Series Rolls are the Personal Recordings of the Artists themselves of the Masterpieces of the Music World

FOR ALL PLAYER PIANOS

Q · R · S
(Trade Mark)
(Registered)
PLAYER ROLLS
are Better

Sell Steger Polish!



It's a wonderful preparation that, when used at frequent intervals, preserves indefinitely the attractive lustre of any highly finished surface. Steger Polish is unexcelled for use on furniture, pianos, floors, automobile bodies and all kinds of wood-work.

It cleans and polishes in one operation and wipes off dry, leaving no gummed or oily surface to catch the dust. It will renew any make of mop.

Steger Polish is a real money-maker for dealers. It is used by thousands in many ways.

The retail prices are:

- \$0.25— 4-oz. bottle
- .50—12-oz. bottle
- 1.00— 1-quart bottle
- 1.75— $\frac{1}{2}$ -gallon can
- 3.00— 1-gallon can

Write for our confidential wholesale prices. Your orders will receive prompt and careful attention.

Steger & Sons Piano Mfg. Co.

POLISH DEPARTMENT
Industrial Division

N. W. Cor. Wabash Ave. and Jackson Blvd.
Steger Building, Chicago, Illinois